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# Potentials for seafood exports to Europe

K.M. Chandrasekhar, IAS*

India as a major player in the field of seafood exports has substantial existing capacity and it is trying to secure more markets in the EU.

Consumption pattern of animal proteins in the EU is on the brink of a crucial time of change and development. A shift to safe food sources being demanded by the discernible EU consumers will have a definite impact on the seafood sector and the time is right for making the right moves.

In the 21st century, awareness about dependence on the earth's natural resources is likely to grow further. Fishing and aquaculture are two of the most important uses of the sea. Besides providing a healthy an enjoyable source of food, they create much-needed jobs in the coastal areas and promote a social and economic well being of the coastal fishing regions in India. Sea fish is a natural renewable and mobile resource whose reproduction and movement are beyond our control. Healthy stocks can sustain a reasonable rate of fishing but they need a healthy marine environment. Therefore, there is a need to regulate our fisheries and aquaculture activities in such a manner that it allows for continuous renewal of stock and the protection of marine ecosystems.

Fishing and aquaculture are important economic activities in the European Union. While fishing sector's contribution to the gross national product of member states is generally less than 1%, with a production of over 3 million tonnes of fish from fisheries and aquaculture, the EU is the world's third largest fishing power after China and Peru. Yet, while 1.6 million tonnes of fish products were exported, 4.4 million tonnes had to be imported in the year 1999 to meet the needs of the EU. This imbalance between imports and exports resulted in a deficit of over 6.5 billion EUROs.

The Common Organisation of the Market in Fisheries and Aquaculture products was set up in the Community almost 30 years with an objective of creating a common market in fish products that would match production to demand for the benefit of producers and consumers. To attain this objective action was taken in two areas:

a) Customs barriers and any other measures which could prevent the flow of fish products from one member state to another were dismantled, and

b) Common rules for the marketing of fish were set up. Free circulation of goods has thus been achieved within the Community through the completion of the single market. In addition, there has been a continuing trend towards liberalisation of international trade, through a succession of agreements under the General Agreements on Tariffs and Trade, now regulated within the framework of WTO.

The Common Organisation has four components:

1. Common marketing standards for fresh products on quality, grades, packing and labeling of both Community and imported fisheries products.
2. Producer organisations, which are voluntary associations of fishermen set up to help stabilize markets. Their role is to protect fishermen from sudden changes in market demands.
3. Price supporting system, which sets minimum support prices below which fish products cannot be sold. Financial support is available to producer organisations if they have to take fish and shellfish off the market, store them for later use or process them. This is achieved by instituting a price support system based on

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intervention mechanisms (withdrawal prices, carry-over aid and private storage aid) or compensation mechanisms (tuna for canning), and

4. Rules for trade with non-Community countries.

The aim is to balance the needs of the EU market and the interests of Community fishermen and to ensure that the rules of fair competition are respected.

The result has been a growing dependence on imported fishery products, which now account for almost 60% of total consumption in the Community. There has also been an evolution from a market dominated by fresh fish to one where consumers have increasingly turned to processed fish products, specially prepared meals. Consumers have become more demanding, not only in terms of choice but also in terms of the dietary and hygiene quality of food products.

The objective of the Common Organisation of the Market is to promote the competitiveness of the fishing industry. Accordingly, products from within the Community are given priority on the market.

By a reform of the Common Organisation of the Market, a new regulation on Common Fisheries Policy has been brought into play from 1st January 2001 ostensibly for establishing a lasting balance between fishing capacity and available resources with the market increasingly contributing to the responsible management of resources.

According to the FAO, the EU is now the largest of the three important markets for seafood amongst EU, USA and Japan with imports from third countries to EU totally some 3 million tonnes annually. EU's dependence on imported seafood is still growing. According to the FAO, hake and other ground fish, shrimp and cephalopods are the three major groups originating from developing countries that are used in the production of value added seafood products consumed in the EU.

At the same time, as EU consumers are demanding more convenience and choice, they are also more exacting in the dietary and hygiene standards they expect. So whilst the EU represents a huge and potentially profitable market for producers, it is a market that requires substantial investment if the necessary sanitary and phyto-sanitary standards sat by the EU regulatory authorities are to be met. HACCP undoubtedly benefits consumers and in the long run producers also but it does put the producers specially those in developing countries that may benefit most on the EU markets, under financial pressure. HACCP compliance does not come cheap.

While HACCP compliance is growing in importance, the number of buyers in the EU is falling. As seafood companies and retailers merge into over larger groups, they acquire more and more leverage on producers to supply at acceptable prices. It has to be consciously recognised that in this very stringent regime, India has been able to get approvals of the European Commission for more than 100 units. This has to be also seen and appreciated as a commendable achievement against the backdrop of a suspension that was imposed on import of seafood from India by the Commission in 1997.

Regaining a lost market, amid stiff competition, is not a simple task. One must hasten to add that there is no room for complacency as quality is always a dynamic and evolving concept and in this area of pre-export guarantees the onus of quality assurance rests solely on the exporter.

Therefore, any complaint on quality or any rapid alert message flashed by the member states or the Commission makes feel that though capable of providing quality seafood we are some where compromising with the quality and providing opportunities to our competitors to gain the market at our expense.

Therefore, all the approved units need to be more vigilant in their pre-export checks within their laboratories and also inculcate quality as an integral part of their export habit. While exporting the watchword should be that it is India which is going to get a good or bad name, if the quality is good or bad. Therefore, for trivial monetary gains, you must eschew all the little temptations and ensure that India's reputation is not maligned in any manner whatsoever.

Public concern about healthy and safe products has probably intensified with the "food scares" in recent years in Europe, ranging from the use of growth hormones in livestock production, genetically modified plants, the linking of BSE in cattle to Creulfeld Jacob disease in humans and, in 1989, the Begin dioxin crisis. Against this background of an increasing political focus on food safety and consumer protection the Commission has adopted a White Paper on Food Safety in January, 2000 which aims to achieve the highest possible level of health protection for consumers in Europe. It can be predicted that EU's ambitions for compliance with health standards for consumer protection are going to increase further in the future.

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EU's import of fishery products from extra-EU sources during 1999 was of the order of around EURO 10 billion wherein our contribution was only EURO 168 million or otherwise only 1.6%. But if we take the total market size of the EU, both from external and internal supplies, then, our share is reduced to an insignificant 0.3% in a market of EURO 18 billion. The major market shareholders were Norway, Iceland, USA, Morocco, Thailand, China and in a table of first 20 suppliers, India ranks at N0.19 only. However, we have to qualify this picture by admitting that India is contributing only to that market segment which prefers cephalopods, molluscs and shrimps.

On a product specific analysis of the EUROSTAT data for the year 1999, we have found out that in live fish, out of the total import of 111 million EUROs, India's share was only of the order of approx. 1,88,000 EUROs only. For this product, Singapore was the leading exporter and Indonesia also had a sizeable market share. India can very well attempt to gain a part of the market share by a conscious strategy after calculating the transport costs and viability of large scale consignments.

In the category of crustaceans, our share in the market share of 1.9 billion EUROs. Bangladesh, Indonesia and Thailand had a better market share than us. In this category as well, there is scope for expansion of our trade as we are comfortable on the supply side.

Similarly, for molluscs, our share in the market segment was 8% equal to that of Senegal and less than Morocco (16%) and Argentina (10%) when the total imports from extra-EU sources amounted to about 1 billion EUROs.

While Thailand had a 13% market share of the total imports of 651 million EUROs, India's share was only 1% in the case of prepared or preserved crustaceans, molluscs and other aquatic invertebrates. Therefore, we need to look at the possibility of increasing our exports in this sector also.

In view of the ongoing BSE crisis in Europe, there exists a great potential for expanding our trade in the seafood sector. As consequence of the BSE affair, the health aspect of food products has gained serious attention. The internal turmoil over scientific evidence on BSE measures and their efficacy, the controversy over the effectiveness of restrictions on movement of feed and meat has shattered the faith of the consumer in accepting beef as a safe source of protein in the diet. Despite promotional measures and certification of safety by supermarkets, on an average 10-15% decline in sales of beef and ceal products has been reported by major news papers all over Europe. A direct result of this has been increased purchases of poultry and fish products. Nonetheless, it is possible to accept that in the next five to ten years there will be a major spurt in sales of fish products in Europe. India can take advantage of this position due to the following factors:

**For trivial monetary gains, you must eschew all the little temptations and ensure that India's reputation is not maligned in any manner whatsoever**

1. There is existing idle installed capacity for fish preservation and processing in India as per the HACCP norms, as not more than 20-25% of the created capacity is being utilised now.
2. Tuna, shrimps and prawns hake, cephalopods and seabass which form a large part of the fish food in Europe are available in India either through capture or culture. We may even take a conscious decision to promote culture of some EU favoured fish food items in India, for example sea-bass.

With more than 100 Indian units approved by the European Commission for export of seafood to the EU market, a comprehensive strategy for expansion of our trade could now be formulated. In parallel there is a need to study the fishery markets in the 12 candidate countries which are aspiring to join the EU in the coming years. To begin with, India can concentrate on an image building and marketing strategy in those candidate countries, which are having a negative high balance of trade like Poland, Cyprus, Czech, Hungary and Malta.

To conclude this overview of the current trade policy agenda in the EU and the impart of market and consumer forces on fisheries, it may be highlighted that the movement towards globalisation, which includes the fisheries sector, is leading inevitably to new priorities in international trade relations. Tariffs will become largely irrelevant as a means of trade protection. The key measures affecting trade in the future will be rules governing the health and safety aspects of fisheries products on the one hand and rules to ensure that fishing is compatible with sustainable development on the other.

Processing companies will have to integrate these concerns within their commercial strategy, alongside more traditional "quality" concepts. These complex tasks will require a new awareness and new skills.

** Deputy Chief of Mission Brussels*

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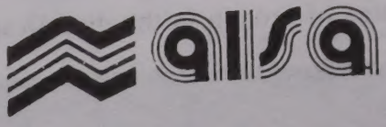


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Carlo F. Cattani

*Understanding e-finance trends helps both firms and trade development professionals to be more internationally competitive.*

More and more, financial products are becoming available in electronic format, even in developing countries, faster than we could expect. A silent revolution started well before the Internet, and is moving beyond electronic payments. Changing the way financial services are used in international trade, electronic finance is forcing standardization, adding speed and reducing costs. These changes can help developing countries improve their international trade competitiveness.

### A silent revolution

Our relationship with banks has changed so subtly over the past years that many of us have not realized that a silent revolution has been under way, moving us towards a digital economy. A large segment of banking and insurance "went digital" years ago. In both developing and industrialized countries, for example, credit card issuers and banks have used private electronic networks to transfer funds -- well before the Internet — using service providers such as VisaNet, SWIFT and FedWire.

Trade-related financial and insurance products are being adapted to customers' needs. These go beyond payments and transfer of documents: loan requests, credit insurance, letter of credit confirmations and other documents can now be submitted in electronic form.

### A changing banker-client relationship

These changes have an impact on the traditional banker-client relationship. As more services become digitalized, the interpersonal relationship between bankers and their clients evolves.

### Lower costs

Using the Internet call reduce costs. According to UNCTAD, a traditional bank-to-branch transaction costs no less than US$ 1; Automatic Teller Machines (ATM) reduce the cost to US$ 0.20; and an online transaction brings it down to US$ 0.01. Digital e-payment therefore appears ideal not only for large deals but also for small transactions.

### The e-payment paradox

The Internet is characterized by openness and information sharing; financial services are characterized by confidentiality. E-payment, which is an important part in the e-trade cycle, represents the ultimate goal of the transaction. The transaction remains at risk until money is received. E-payment and other financial services applications require state-of-the-art security and encryption, which is totally ill opposition with the concept of free information sharing. Highly sophisticated encryption programs now provide the required security, at a nominal cost, for users in both developed and developing countries. This sets the stage for e-payments to offer rapid, cost-effective and secure settlement of transactions.

### Turning drawbacks into advantages: An opportunity for banks

Some bankers feel that their role is being reduced to that of a simple intermediary, as settlements are completed trading parties. The personal contact between banker and client is diminished, and the banker loses some control over clients.

This potential drawback is offset by the opportunities for efficiency, which unleashes that can be reinvested in value-added services. Instead of processing low-margin transactions, banks can utilize e-banking to develop entirely new products. By creating Internet portal sites, banks can bundle a wide variety of services. Some banks are looking at new ways to manage clients' portfolios better with electronic applications, in areas such as short-term credit applications, cash and payrolls payment services, collection services and export credit linked with credit insurance. Banks are also using advances in technology for outsourcing, subcontracting and a variety of back office operations.

### Addressing constraints

Among the constraints are: the level of telecommunications services; the need to develop a legal framework; the need

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to apply advances made in digital signature and encryption possibilities; and the need to revise banking procedures.

However, "where there is a will, there is a way". Technology has developed beyond our, expectations already, and we cannot predict the next technological leaps, which still occur frequently. Government commitment to facilitating an e-commerce environment can make a real difference, as can creative approaches by firms and their customers. A milk cooperative in India, for example, has created its own electronic card payment system among its members, who are the, clients of the cooperative.

## Developing countries: What they can do

Understanding a-finance trends and making the most of them is a key to helping developing countries become intemationally competitive. A cash-based society, in today's globalized world, is the modern equivalent of trading with salt and shells. Steps that encourage e-finance include the following:

- Small and medium-sized enterprises can group together to share the costs of creating the service or consulting company they need to trade internationally using e-commerce. This has worked very well in some Latin American countries.
- Banks, heavy users of electronic and digital technologies, can adopt new procedures entailing low marginal costs, to respond to clients' new demands. Growing standardization gives banks the opportunity to enlarge their offer of traditional services through new channels, as well as to develop specifically designed new products.
- Governments can boost infrastructure development by putting into place effective regulations (without overregulating a quickly changing area) for registration, taxation, monitoring and reporting, and legal issues. They can also adopt e-commerce practices and become a major online client for local businesses. This encourages local enterprises, but also gives governments direct feedback on practical problems, faced in the e-banking and e-payment sectors.

Carlo F. Cattani is ITC's Senior Adviser. He can be reached at Sf: cattaniQintracen.org

*Courtesy: International Trade Forum*

# RBI extends the scheme of one time settlement upto June 2001

Due to the overwhelming response received from the borrowers for the one time settlement scheme, the Reserve Bank of India has extended the scheme upto 30th June 2001.

RBI vide its Circular DBOD No. BP.BC.11/21.01.040/99-0 dated July 27, 2000 had set out guidelines for a simplified, non-discriminatory and nondiscretionary mechanism for settlement of dues relating to NPAs with outstanding upto Rs.5 crore of public sector banks. In terms of paragraph 3(A)(I) thereof, the guidelines will be operative only upto March 31, 2001. The public sector banks have been advised vide Circular DBOD. No. BC.BP.95/21.04.117/2000-01 dated March 28, 2001 that all the applications received upto March 31, 2001 should be processed at the earliest and decisions taken on those applications not later than June 30, 2001.

Indian Banks' Association (IBA) had carried out a 3 stage nation wide advertisement campaign in Jan-Feb 2002 through print media. Interactive meetings were also arranged at different centres in association with Trade and Industry Bodies. In many places Trade and Industry bodies had taken lead in arranging meetings between their members and bankers.

The reports received from banks indicate a good response to the One Time Settlement Scheme offer, especially from small borrowers. Nearly six lakhs borrowal accounts were settled till 31st March 2001 involving about Rs.3400 crores and recoveries of Rs. 1650 crores effected so far. Looking at the rush of applicants towards the closing stages RBI had on 28th March 2001 granted time till 30th June 2001 for banks to take decision on the proposals received before the closing date.

During February and March 2001, IBA had received several representations from Trade and Industry Associations and individual borrowers seeking extension of One Time Settlement scheme beyond 31st March 2001. Banks, RBI and Government of India also had received similar requests in a meeting of Finance Minister with Chief Executives of Public Sector Banks held at New Delhi on 7th April 200,1 recovery of NPAs under One Time Settlement was reviewed. Considering the good response to the scheme and difficulties expressed by borrowers, it was decided to extend the scheme by a further period of 3 months i.e. upto 30th June 2001. RBI has notified the extension of the scheme. The revised schedule would be as under:

- Last date of receipt of applications from NPA borrowers - 30th June 2001.
- Banks to process and decide on settlement at the earliest, but not later than 30th September 2001.
- All other aspects of One Time Settlement Scheme remain unchanged.

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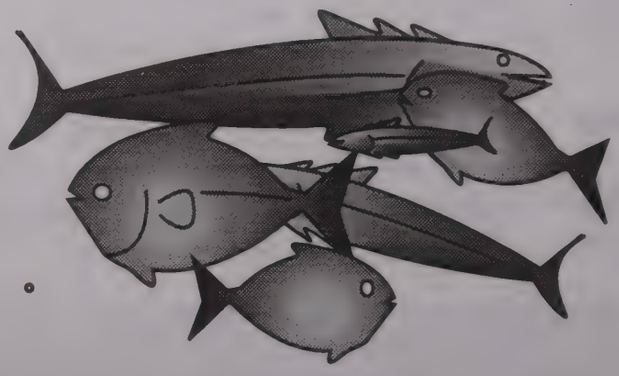

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# MPEDA distributes insulated fish boxes at subsidised cost

As approved by the Government of India, MPEDA is operating a scheme for supply of moulded synthetic insulated fish boxes of various capacities at subsidised cost. The scheme aims at proper preservation of catches in iced condition on-board fishing vessels, in peeling sheds, in processing plants and during transportation, so as to maintain the quality of the raw material right from catch to processing.

The Authority has selected (a) M/s. Sintex Industries Ltd., Cochin (b) M/s. Patton Ltd., Calcutta and (c) M/s. Saeplast (India) Pvt. Ltd. Ahmedabad for manufacture and supply of insulated fish boxes at subsidised cost. The various sizes of boxes manufactured by the 3 approved suppliers, the cost per box approved by the Authority and the subsidy fixed @ 50% of the cost are given below:

| Capacity of Boxes in ltrs. | Approved cost Per box (Rs) | Subsidy @ 50% of the cost (Rs) |
|---|---|---|
| 50 | 1080 | 540 |
| 100 | 2020 | 1010 |
| 110 | 2020 | 1010 |
| 125 | 3495 | 1747 |
| 150 | 4180 | 2090 |
| 220 | 5555 | 2777 |
| 225 | 5555 | 2777 |
| 310 | 8350 | 4175 |
| 330 | 9075 | 4537 |
| 460 | 13170 | 6585 |
| 560 | 14000 | 7000 |
| 660 | 15760 | 7880 |

The categories of beneficiaries and the maximum amount of subsidy admissible to each category are as indicated below:

**Placing of order**

The beneficiaries, after ascertaining their eligibility for availaing the subsidy under the above scheme from the concerned field office of MPEDA, may place order for the required boxes in the prescribed form together with full payment directly with the suppliers. The beneficiaries are free to buy the boxes from any of the approved suppliers to their satisfaction. However, the quantum of subsidy will be restricted to 50% of the approved cost, subject to the category-wise ceiling fixed above. The duplicate and triplicate copies of the order form should be marked to the concerned field office. On receipt of the order with full payment, the supplier will arrange for supply of the boxes to the beneficiary. The concerned field office will scrutinize the order with reference to:

a) category-wise ceiling
b) validity of the Registration Certificate
c) functional status of the applicant, and forward the duplicate copy of the order, copy of valid RC, together with their recommendations and a report on the functional status of the applicant etc. to HO.

| Category | Beneficiary | Maximum amount of Subsidy in Rs. per unit |
|---|---|---|
| 1. | Small mechanised boat/country crafts (less than 32 ft. OAL) | 4,500 |
| 2. | Mechanised boat owners | 15,000 |
| 3. | Peeling sheds/pre-processing centres | 25,000 |
| 4. | Processing plants | 50,000 |
| 5. | Shrimp farmers 5 ha. & less | 20,000 |
| 6. | Shrimp farmers above 5 ha. | 40,000 |

**Payment of subsidy to beneficiary**

On receipt of the boxes, the beneficiary may submit

a) consignee copy of invoice
b) lorry receipt
c) cash receipt from the supplier
d) acknowledgement for the boxes received etc. to HO, with a copy to the concerned field office of MPEDA.

On scrutiny of the documents and on the basis of the recommendations of the field office HO will release the eligible subsidy to the beneficiary directly, under intimation to the concerned field office.

**Delivery of boxes**

The supplier will arrange for delivery of the boxes to the applicant at the respective District Head Quarters in India as per delivery instructions contained in the order form or alternatively the boxes can be collected from the local Godown of the supplier.

**Warranty**

The boxes supplied by the suppliers are guaranteed against faulty material and workmanship. Defects, if any noticed on the boxes supplied should be notified to the respective supplier within 15 days of arrival of the boxes, at the destinations.

**Special note**

As authorized by M/s. Sintex Industries Ltd., vide their letter No. KER/K-12/873 dated 27/1/2001, all orders and payments for Sintex insulated fish boxes may be released in favour of their distributors M/s. Reliance Corporation, P.O. Box No. 2036, Sahodaran Ayyappan Road, Elamkulam, Cochin-682 020.

Normally the insulated fish boxes will be supplied within 8 weeks from the date fo payment. If any delay is noticed in delivery, the same shall be brought to the notice of MPEDA immediately.

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# A safer method of fish smoking LIQUID SMOKE

S. Selvaraj, R. Jeya Shakila
and
G. Jeyasekaran*

Smoking is a method of curing, which enhances the flavor and texture of the fish and provides protection against the microbial; enzymatic and chemical deteriorate changes. Fish smoking is one of the earliest methods of fish preservation, which has been in vague even as early as the year 1349 and traditional smoking is still found in practice. Fish smoking process can be divided into two distinct types: cold and hot smoking. Cold and hot smoking differs only in the temperature at which the smoking process is performed. Cold smoking is the process of applying a smoky flavor to the fish at temperature below 30oC. Formation of a pellicle is essential for cold smoked products, which occurs during the salting process. The salt denatures the surface protein and on drying artificial, glossy film, pellicle forms on the surface. Hot smoking is a process, which uses a temperature of 70-80oC in order to cook the fish flesh. The products are smoked immediately after salting without drying, since formation of pellicle is not necessary.

Hot smoking process involves three stages: first stage is the tempering stage, in which fish are smoked for 0.5-1 h at 30oC and this dries and toughens fish skin. Second stage is the heating stage, in which the temperature of the smoking is raised to 50oC for 1 h. Final stage is the cooking stage, in which, the temperature is raised to 70-90oC for 1-2 h and the product gets cooked to desired level.

Smoking process besides imparting characteristic odor and flavor to the products, provides bactericidal and antioxidative properties, which contributes to the formation of potentially toxic substances among which, the formation of carcinogenic compounds during the smoking process has become a major issue in recent years. Several methods have been investigated to prevent the formation of carcinogens during the smoke generation.

## Methods to control carcinogens

Smoke is produced through the incomplete combustion of carbonaceous material. For fish smoking, the wood is usually used in the form of sawdust or wood chips. Wood smoke consists of two fractions: visible tiny droplets and invisible vapors are the volatile fraction, which contain the flavor compounds, phenols and carbonyls. The tarry droplet fractions contain polyaromatic hydrocarbon, which have been identified as potentially carcinogenic. The tarry droplets can be removed by the following methods.

**Fish smoking is one of the earliest methods of fish preservation, which has been in vague even as early as the year 1349 and traditional smoking is still found in practice.**

Electrostatic precipitation method, whereby the solid and liquid particles are trapped and only the gas phases are used for smoke. This smoke reduces the content of carcinogens by 2% but produces certain adverse effect on the color and flavor of the product. In another method, by maintaining the temperature of pyrolysis at 424oC and oxidation at 200oC, the production of some carcinogens can be kept to a minimum, as smoke generation is a two-part process consisting of pysolysis and oxidation. In another method known as steam smoke method; the smoke is generated by the action of super heated steam, with a temperature of 280-380oC in a compressed sawdust mixture. The smoke product is then infused with the vapors in a special vent less unit.

However, the most effective and successful method for the prevention of carcinogenic compounds in fishery products is the application of liquid smoke as it eliminates the questionable tarry fraction of smoke.

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## Liquid Smoke

Smoking of fish by the application of liquid smoke is on the increasing trend in the developed countries like United States. It is most widely used for smoking different species of fishes. Liquid smoke is produced from burning wood under controlled conditions such that selected volatile constituents can be recovered from the smoke and concentrated in the form of liquid i.e. 'Wood vinegar'. After the combustion of wood, liquid smoke is seperated from the smoke vapors in the liquid form by means of water extraction. Since the carcinogens are associated with the crude tar fraction of smoke, the solubilization of smoke ingredients in water allows the removal of acid tar by sedimentation, followed by filtration.

## Liquid smoking system

Liquid smoke systems are completely different from traditional ones. They need no smoke generator and burner, because instead of a generator, a tank with liquid smoke will be brought to a pressure of 3-5 bar. Liquid smoke will be spreaded via a ventilation system over nozzles and re-circled during closed ventiles. During this process, a steam and gas phase is build, which generates a non-visible smoke. This smoke is physically identical with the conventional smoke with all durability and taste giving substances (carbonyls, acids and phenols) but has no tarphase and other undesired matters (benzopyrene). The complete system can be controlled by a microprocessor.

## Methods of application

Liquid smoke can be applied to the product before, at the beginning or during the process. If a combination of liquid smoke and wood smoke is used, the procedures for liquid smoke must be followed and the generated smoke can be applied at any stage of the process. Liquid smoke can be applied by any one of the following methods.

1. Drenching: This is done by showering the liquid smoke on the product.
2. Atomizing: Liquid smoke is made into an aerosol using high-pressure air through the nozzles and then applied on the product.
3. Regenerating: Atomized liquid smoke is passed over a heating system, converting the liquid to vapor and then it is introduced into the smoking kiln to apply onto the product.
4. Additive: Liquid smoke can be added as an ingredient to the canned product prior to heat treatment.

## Liquid smoking process

Raw material
↓
Beheading and Evisceration
Filleting
↓
Brining (in 25% NaCl solution for 1 h)
↓
Spraying of liquid smoke (25%)
Or
Dipping in liquid smoke (60%) for 5 min
↓
Spreading the smoked fillet in trays
↓
Placing in the smoke house/chamber
↓
Smoking at 21oC for 16 h
↓
Drying and Cooling
↓
Storing at 4oC

## Advantages

The major advantages of using liquid smoke over other smoking methods are

1. It is easy to eliminate the carcinogenic compounds that can be found in smoke such as 3, 4 benzopyrene, nitrosoamines etc.
2. It can be easily incorporated into the product whereas natural smoke has limited surface penetration (1-3 mm) in part because of the pellicle formation.
3. It is environmentally more compatible
4. The application method is faster
5. In addition to there anti carcinogenic properties it do possess some antibotulinum activity.
6. It is considered as natural and periodical bactericide against Listeria in a cold smoked fish.

**If a combination of liquid smoke and wood smoke is used, the procedures for liquid smoke must be followed and the generated smoke can be applied at any stage of the process.**

## Limitations

1. There exists a potential difference in the flavor and color of the finished product prepared out of the liquid smoke.
2. The cost of liquid smoke is higher than the sawdust used for natural smoking.

*Dept. of Fish Processing Technology, Fisheries College and Research Institute*
*Tamil Nadu Veterinary and Animal Sciences University, Thoothukkudi 628 008, Tamil Nadu*

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# The Role of Test Laboratories in the Implementation of HACCP

Dr.N.Anandavally*

Hazard Analysis Critical Control Point (HACCP), the state-of-the-art food safety system has now been in practice in food industry in India as well as in many other countries. HACCP, the preventive strategy, is now a synonym for food safety. In most of the developed countries HACCP has become a mandatory regulatory requirement.

The advantages of HACCP in food business operations are many. HACCP is preventive, systematic, cost-effective and leads to better understanding between producers, exporters, importers, Govt. agencies, scientists etc. The prize of HACCP is maintenance of the existing markets and better prize for better quality and safe products.

A major change during the implementation of HACCP is a shift from the traditional end product testing to a preventive approach throughout the food chain to ensure safety of the product. It is a fact that testing for the presence of salmonella will not be a solution to prevent contamination due to salmonella, the pathogen which is the causative agent for enteric fever and salmonello-sis. The methods of prevention are different. This does not mean neither product testing nor test laboratories are needed in a food industry. Testing in the laboratory is an integral part of HACCP application.

- What is the role of the test laboratory in the context of HACCP Implementation ?
- How should a test laboratory function?
- How food industries should interpret the results generated by the in house or any other test-laboratory to improve their process control system?
- How the laboratory testing could be reduced and test results can be useful to reduce Cost of Production and Quality Assurance?

All the above questions can be answered in simple ways.

As mentioned elsewhere HACCP is a preventive food safety system applied from farm to fork where close online monitoring at CCPs is of prime thrust area. The testing of the end product or even process samples provides evidences that the process-control system is adequately designed and monitoring is effectively implemented. But it is a mandatory requirement that HACCP implementation must be verified by competent personnel to ensure the maintenance of the system.

Codex guidelines define verification as" the application of methods, procedures, tests and other evaluations, in addition to monitoring to determine compliance with the HACCP plan" where only random sampling and testing is required. The laboratory test result is only a verification. Hence the role of laboratory is significant in demonstrating the effectiveness of HACCP implementation provided the laboratory's results are reliable.

**How the lab should function?**

The reliability of a laboratory results, particularly microbiological laboratory depends on various parameters such as man, material, methods and procedures. The personnel in the laboratory must be adequately trained to carry out the functions. The laboratory must be under able supervision. It is a fact that microbiological analysis must be done following all the precautions to ensure the reliability of the test results.

The methods used must be validated and up to date. The laboratory accreditation, developed and implemented by the Department of Science & Technology, Government of India, is a benchmark in deciding the quality, reliability and Good Lab Practices (GLPs) of a test laboratory. The laboratory accreditation program based on ISO 17025 is going to be a regulatory requirement in the days to come. Hence whether it is in-house or a test laboratory, whether government or private, lab accreditation is a must. Any regulatory agencies in any of the importing countries are going to demand the test-results from accredited laboratories or only the results generated by accredited laboratories will get acceptance by the customers. Hence it is always advisable to initiate procedures for getting all the test laboratories accredited under National Accreditation Board For Testing And Calibration Laborato-

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ries (NABL), Govt. of India, so that the results will get accepted world over, creating confidence among the clients.

How the laboratory can be of economically a benefit to the industry particularly the fish & fishery product processing industry where in-house laboratory is a mandatory requirement?. The in-house laboratory is testing the microbiogical quality of the water at regular intervals. A few in-house laboratories where ready to eat sea foods are processed, are testing water for microbiological parameters daily for the last so many years and getting a results '0' for plate count and coliforms. We all know that the results of the above tests will be ready only after a duration of 4 days. The industry and the Government should think and decide whether these tests are needed daily or not. Getting a '0' result every day as a post evaluation is not providing any information rather than incurring a lot of expenditure by way of time, money and efforts.

In case there is a systematic and scientific water treatment and chlorination method and the same are monitored, the expensive testing for microbiological parameters daily is not at all required. Instead testing can be reduced and scheduled at regular frequency and incase problems are seen in the quality of water the frequency for testing can be increased along with procedures for immediate corrective actions. If the laboratory results are not used to make improvements in the system the presence of a laboratory in the facility is of no use. In many developed countries in-house laboratory is not a must but adviceable as per their regulations. But the industry can get their samples tested whenever necessary as per their scheduled program for the successful implementation of HACCP, in accredited private laboratories, which are under close supervision by the regulators.

During my visit to many countries I have observed a number of establishments where there is no in-house laboratory, but HACCP is effectively in place. Having a laboratory, which is not properly functioning is equivalent to a situation without a laboratory. In industry during these years the lesson we have learnt is that process control through systematic monitoring of CCPs with appropriate Corrective Actions (CA), reinforced with adequately designed sanitation operations and controls is the best way to food safety rather than testing the end product.

Another significant change we need to adopt is to reduce the length of testing time. The test for salmonella or V.cholerae needs 5-6 days for completion in case of a detection. There are well-developed, validated and reliable rapid test kits for isolation and identification of pathogens. What we have seen is that though these kits are little expensive, when we compare with the large amount of expensive chemical, glass wares and the time factor involved, the expenses for the rapid test is not that of much concern. Besides the reliability and consistency of the results are commendable. The regulators and the concerned personnel shall encourage the use of these rapid test methods for the successful applications of HACCP. If we adopt this even the raw material can be monitored for pathogen for some time initially and the processor can select the best source. The environment, the sanitation control efficacy and personnel hygiene status, all could be easily monitored. But it is a sad thing that even if someone adopts this method, the regulators are not accepting the same in our country. We talk about up gradation and globalization but at the same time reluctant to upgrade ourselves with the state-of-the-art technology.

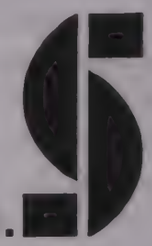
**If the laboratory results are not used to make improvements in the system the presence of a laboratory in the facility is of no use. In many developed countries in-house laboratory is not a must but adviceable as per their regulations.**

If the present situation in the food industry sector needs to improve we must promote the above-mentioned points and must convince our importing country that we are ahead with the safety system or our system meets the global needs.

The role of a test laboratory in the food safety assurance program is critical. The laboratory results must be utilized to improve the on-line process control and sanitation activities rather than considering the same as a certificate to cater to export, to meet the requirement. The laboratory shall be able to produce results with minimum period of time so that the industry could use it to make process adjustment and changes in the on-line controls. The end product laboratory analysis should be gradually dispensed with in the facility as well as by regulators and safety shall be assured and assessed from the on-line controls and tests.

The laboratory shall be a laboratory, with integrity, independence, reliability and competence. Personnel working in the laboratory must be proud of their activities and shall be able to interpret laboratory results, advise the management and the regulators to upgrade the system. Each laboratory can do this and must do this for meeting the challenges in the food business operations.

* *UN/FAO Consultant in HACCP*



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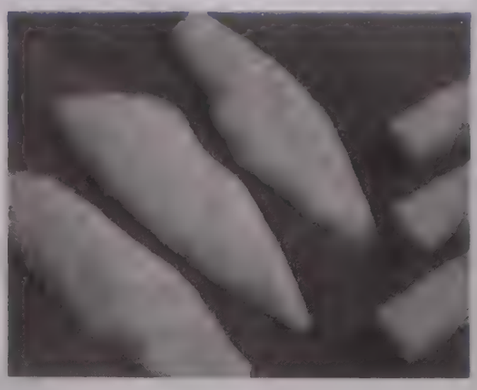
# Portioners



Michael Crowley

***Seafood processors are adding value and profits with precision slicing, shaping and portioning machines***

Back when smoking and cutting salmon was a subsistence activity instead of a commercial operation, the process was simple: Just salt the fish and hang it over a wood fire for five or six days, and then whack off randomly sized slices as needed.

Now, portioning smoked salmon and other seafood products is highly specialized and precise. Different machines have been developed to meet specific slicing and portioning needs.

## Precision slicing

At Spence & Co. in Brockton, Mass., four GEBA slicers are on the processing floor

"All slice at different angles. It gives us tremendous flexibility. Instead of dictating to our customers what sizes of slices they will have, we can easily alter that," says Allen Spence, company president.

Two of the GEBA slicing machines he uses are relatively unheard of in this country. Spence & Co. has the only ASW machine in the United States and one of probably two HS240 slicers in this country.

The HS240 makes horizontal slices - from 2 to 18 slices, depending on the thickness of the fillet. It can handle fillets up to 7 3/4 inches wide, says Mark Carlisle, president of International Smoking Systems, the U.S. agent for GEBA.

A salmon fillet is placed on a board, which moves back and forth on a carriage, slicing the fish from head to tail. With each pass, the cutting head, which contains a two piece reciprocating, serrated blade, moves down for the next slice.

The operator selects the thickness of the slices and determines how close to the skin the final cut should be.

"Typically, it will do a fillet in one minute, and the individual slices are left in the configuration of the fish," says Carlisle.

Spence says he's sent out salmon sliced with the GEBA machine and gotten complaints from customers who thought the fish hadn't been sliced, "since the slices were put back so accurately."

He calls the ASW slicer a superior machine. Waste is reduced with the ASW, which is an advantage, but it's consistency of slice that Spence & Co. is after.

"The machine will adjust the cutting angle of its reciprocating blade as it proceeds up the fish," says Spence. "You get much closer to having consistent slices.

Before, what started as 1 inch may have hit 2 inches in the thick part of the fish — maybe 2 1/2 inches - and then gone back down again. The variable pitch takes out the randomness." On the ASW, a salmon fillet is placed on a conveyor and passed by an electric eye, so a microprocessor can determine when to start slicing. The blades don't move; the conveyor rolls the fillet to change the slicing angle.

"Depending on how it's been programmed, the angle of the fish will be raised as you get into the thicker part, so the slices remain pretty much the same size," says Carlisle.

The ASW's adjustable slicing blade allows meat from the tail to become slices, instead of waste or scraps for pates.

"Before [installing GEBA machines], we hand-sliced every thing," says Spence.

The need to reduce manual labor and maintain a consistent product is the driving force behind new technology for automated slicing.

A case in point is Danish-engineered CP Food Machinery, distributed by Torp in Toronto. Torp is Setting ready to release a new feed weighing feature for CP Food Machinery's P2000 automatic slicer for party packs.

That's an upgrade to the present P2000, which can be used for fresh salmon and for cutting tuna for sushi. Like the ASW, it offers precision cutting with no waste.

At Atlantic Fish Specialties of Charlottetown, Prince Edward Island, a P2000 is used with two single tracks to produce 4- to 8- ounce market packs.

"It gives us terrific numbers and reduces the labor costs," says Winston Bryan, the company's production manager.

One person feeds smoked salmon into the machine, three people weigh the product and another person bags it.

Before the P2000 was installed, 12 people were required to turn out the same product.

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The P2000 works by programming itself for each fillet. It literally sizes up the fillet, determining the length, thickness and weight. That data is then sent to a computerized control that contains customized slicing programs developed by CP Food Machinery. Atlantic Fish Specialties' P2000 is programmed for the 4- to 8- ounce party packs.

The selected program determines how many slices are needed for, say, the 4-ounce pack, how thick each slice should be and how far apart the slices should be laid in the pack.

To make sure that all the slices weigh the same, the angle of the reciprocating blades - which can operate for 300 to 500 hours without being sharpened - adjusts in 10-degree increments.

"The angle changes automatically, depending on the program," says Arne Nordtorp, president of Torp.

The packs that emerge from the slicer then go onto a conveyor. A checkweigher determines if the packs are the proper weight. If not, slices can be added or taken away and the pack cleaned up.

The P2000 update, which will be shown at the International Boston Seafood Show, affects the process at the front end. Currently, an operator has to do some programming for each fillet and must make sure that the fillets are all roughly the same size and weight.

"If they don't change the program, it means that much more manual labor has to be done at the other end" by adding or taking away slices to achieve the desired weight, says Nordtorp.

The updated version automatically weighs each fillet and determines the best slicing program for that fillet.

"This will decrease the waste, because the machine will get the maximum cuts on fillets, and it will reduce the labor," both at the weighing station and in setting up the machine for each fillet, saps Atlantic Fish Specialties' Bryan.

## Portioning possibilities

Robert Reiser & Co. of Canton, Mass., came into the seafood industry through a side door with its VEMAC; 500 and HP Series portioners. Reiser representatives were doing a packaging demonstration with a soup base when a customer brought over some seafood salad to try in the machine. He bought one on the spot, says John McIsaac, Reiser's engineering manager.

Since then, he says the company has sold seven or eight of the machines, and their success has attracted

other customers specializing in crab cakes and fish sticks.

Basic to both the VEMAG 500 and HP Series portioners is a food pump that incorporates two counter-rotating mesh screws. McIsaac says that a customer can choose between screws that move product very gently or sets that move it very fast. In the seafood industry, he says, most customers want product handled gently.

"The machine call move whole pieces of fish products in salads and maintain piece identity," McIsaac says.

The pump extrudes product through plastic inserts that create whatever shape the customer wants.

"The limit is the customer's imagination and what we can machine. We can do it relatively inexpensively," to allow for some trial and error, says McIsaac.

The equipment allows processors to diversify by switching attachments on the end of the pump.

For example, you can start with an attachment that deposits seafood salad into cups, then switch to one that cuts off circular crab cakes, or put on another and dispense scallops into casings. The conversion can be done in about two minutes.

McIsaac says that portioning scallop mixtures has become a big thing. Bay scallops are mixed with a finder and then stuffed into a casing. "The machine can get a lot of whole scallops into the binder," he says.

The VEMAG 500 and HP Series portioners don't handle frozen product. For that, there is Shapeline portioning equipment, new from AEW-Thurne of Lake Zurich, III.

## Fish formations

The AEW-Thume Shapeline can make portions from minced blocks or frozen planks up to 32 mm (1.3 inches) thick. The planks are fed through a cutting head that operates much like a guillotine, with a blade slicing portions to the required size. This portion is then automatically positioned under a shaping die at the end of a hydraulic ram that forms the portion shape under extreme pressure.

Engineers at AEW-Thurne will build a die to any shape the customer wants. Different weights and shapes can be formed within the same run to give variety to a finished pack. A portion can be shaped as a so-called natural fillet, fish stick, nugget or any other shape - including a form with a cavity to accept sauces.

*Courtesy: Seafood Business*

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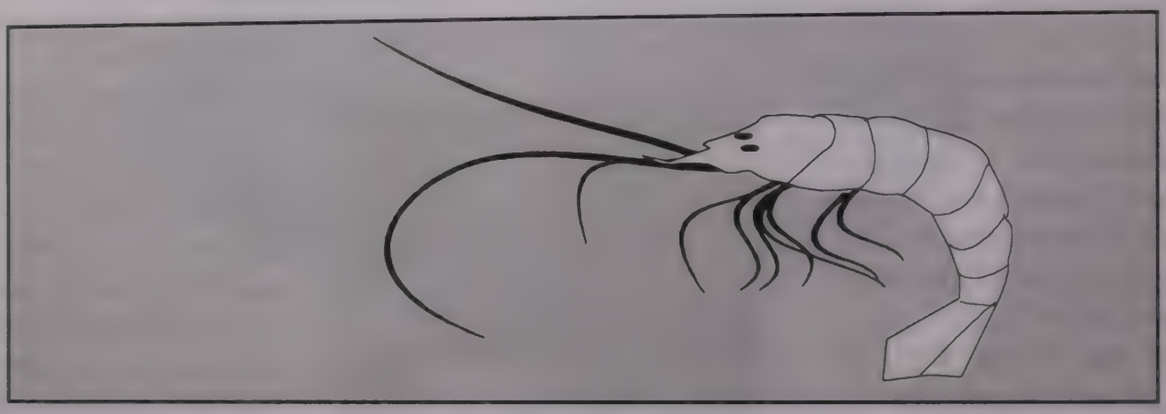

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# FDA's Seafood HACCP Program: Mid-Course Correction

The General Accounting Office (GAO) has released a report evaluating FDA's seafood HACCP program. GAO concludes that while FDA has made progress in ensuring the safety of seafood through HACCP, the program needs to be strengthened in order to reach its full objective. This report confirms the findings of a recent internal evaluation by FDA's own Office of Seafood, released in December 2000. Accordingly, FDA is instituting a Mid-Course Correction to further strengthen its Seafood HACCP program.

HACCP stands for Hazard Analysis Critical Control Points. The HACCP system focuses on identifying and preventing hazards that could cause foodborne illnesses rather than relying on spot-checks of manufacturing processes of finished seafood products to ensure safety. FDA's 1997 science-based HACCP regulations initiated a landmark program designed to increase the margin of safety that U.S. consumers already enjoyed and to reduce seafood related illnesses to the lowest possible levels.

FDA has made substantial progress in ensuring the safety of seafood consumed by the public.

**Increased Inspection frequency:** The Seafood HACCP program has dramatically increased the frequency of government inspections. Before the seafood HACCP program, FDA averaged seafood processor inspections only once every four years. After the implementation of the 1997 seafood HACCP program, the frequency of inspections increased to annual.

**Results show steady progress:** FDA's 1998-1999 HACCP Program evaluation documented that the HACCP program is being implemented by about 3600 U.S. seafood processors, most of which are small businesses, that collectively process over 350 species of fish. FDA's evaluation reflected steady progress between 1998 and 1999 and showed that a significant majority of processors are doing well on most of the individual elements of the program. Over half have succeeded in all elements, a difficult standard to achieve.

**Progress confirmed by outside surveys** : Two surveys of the seafood industry, one by the New York Sea Grant Extension Program and one by the Seafood HACCP Alliance, report that, as a result of FDA's HACCP program, the seafood industry is acquiring a better understanding of food safety hazards and how to control them. As a result, the industry is engaging in significant upgrades in facilities, equipment, and daily plan operations to ensure safety. Implementation of these state-of-the-art preventive controls by the seafood processing industry contributes to a significant increase in the margin of safety for consumers of these products.

FDA's evaluations also showed that gaps exist and that certain segments of the seafood industry clearly lagged behind. Accordingly, more action is needed.

FDA Institutes a Mid-Course Correction to Focus on Highest Risk

FDA is instituting a mid-course correction to its Seafood HACCP program to focus on those products that present the highest risk to consumers.

**Scope:** FDA will intensify its focus on seafood processors whose products present the highest risk to consumers:

a. those firms that need to control for pathogens;
b. those firms that need to control for histamines (these can cause allergic reactions); and
c. those firms that do not have HACCP plans.

**Actions:** FDA believes that seafood processed by these three categories of firms present the highest risk to consumers, and so the Agency is redoubling its efforts toward these. This will mean more frequent inspections of noncompliant firms; more extensive laboratory testing for pathogens and histamines; and, ultimately, enforcement action where appropriate.

In addition, the following actions have already been taken, or are in process, to strengthen the HACCP Program for seafood:

- Improved guidance and training to the industry and regulators on control of pathogens and histamine;
- Development of an inspector certification program that emphasized knowledge of controls for pathogens and histamine;
- Development of guidance for fishing vessel operators to address proper handling of fish that can form histamine;
- Development of guidance for aquaculture operators to prevent pathogen contamination of aquaculture sites;
- Increased emphasis on compliance by foreign processors and increased surveillance of imports;
- Creation of a National Seafood HACCP Inspection Database that collects information on the details of seafood processors' preventive controls for safety.

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# On the Health effects of Methyl Mercury

## A report of the National Academy of Sciences

In July 2000, the National Academy of Sciences had issued a press release regarding its review of several studies regarding the toxicological effects of methylmercury. The NAS release can be viewed at www.nas.gov. When NFI learned of the release the following talking points were developed and a news release was issued.

The NAS was charged with evaluating the EPA's reference dose (RfD) for methylmercury (the amount of methylmercury exposure that is considered safe over a lifetime). The NAS concluded that the current RfD of 0.1 microgram/Kg of body weight/day was scientifically justifiable. Three major studies were examined to establish guidance on the RfD. The studies offered conflicting results; two showed subtle adverse effects from methyl mercury exposure and one did not. The Faroes Island Study, one of the studies that showed subtle adverse effects on neurological development, was chosen as the basis for establishing the RfD. However, the Faroes Islands population ate pilot whales, which have high PCB and mercury concentrations. A major study conducted in the Seychelles Island was not used to establish the guidance, in part, because it showed no adverse effects (a safe level of exposure could not readily be established because the study did not provide an indication of the level where problems are expected to occur).

The NAS press release indicates that the majority of Americans are at low risk and, given the health benefits associated with fish consumption, consumers should not substitute fish for other foods in their diet. However, the NAS also indicated that about 60,000 children, born to mothers eating high amounts of fish (100g/day or about 80 lb/year) might be at risk of subtle neurological problems. The estimate has been quoted in news stories and can be expected to persist into the future. This calculation is a theoretical extrapolation from consumption data that is known to have statistical limitations. NFI knows of no epidemiological evidence to support this estimate of neurological problems in children.

FDA has been evaluating its current Defect Action Level (DAL) for methylmercury as new scientific data emerges. The FDA will likely receive pressure from activist groups to lower its DAL in light of the NAS report, since EPA's RfD is lower than the tolerable daily intake level used by FDA to establish its 1 PPM action level for methylmercury in commercial fish. Should the FDA be pressured into revising their action level as a result of NAS' confirmation of EPA's RfD, the economic impact on tuna, swordfish, and halibut could be as high as $600 million. NFI is engaged in consultation with FDA officials, who say they plan no specific changes of policy at this time.

NFI will urge FDA to integrate the complete data set from the Seychelles Islands study into its review and analysis. The Seychelles study, begun in 1989, looked at a population with methylmercury exposure at least 10 times higher than in the U.S., with no ill effects observed in mothers or their children up to the age of $5^1/_2$. The study is ongoing and the data for the children at age eight is being evaluated right now. Results are expected in early 2001.

### NAS findings on methylmercury reference dose talking points

- There is essentially nothing new in this report. The NAS findings merely support EPA's recommendations and do not suggest revision of EPA's current reference dose of 0.1 micrograms per kilogram of body weight per day. A reference dose is the daily exposure level that is safe over a lifetime.
- Seafood meets all federal mercury guidelines. FDA's Action level for methylmercury in fish is 1.0 PPM. Most commercial seafood species consumed in the United States contain less than 0.2 PPM. The mercury level in the top 25 most-commonly-consumed species is about 0.12 PPM on a weighted average basis. Only large, long-lived predatory fish, such as shark and swordfish have higher levels.
- Our advice to pregnant women is unchanged by this report. FDA and NFI recommendations that women who are or may become pregnant or are nursing limit consumption of shark and swordfish have higher levels.
- The benefits of seafood consumption far outweigh any risk. The Executive Summary of the NAS report states that fish should not be replaced by other foods in the diet. Per-capita seafood consumption in Iceland and Japan is seven times higher than the U.S. These countries have the longest life expectan-

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cies in the world.

- Study results of the human health effects of mercury exposure are conflicting. One of the largest studies regarding human health effects of methylmercury was not included in NAS' review because they concluded that only studies with observable effects could be used to establish a reference dose (NAS did consider this study and found no design flaws). The Seychelles study, begun in 1989, looked at a population with methylmercury exposure at least 10 times higher than in the U.S., with no ill effects observed in mothers or their children up to the age of $5^1/_2$. The study is ongoing and the data for the children at age eight is being evaluated right now. Results are expected in early 2001. The NAS recommended to EPA that they use the Faroes Islands study to support their reference dose. However, the Faroes Islands population ate pilot whales, which have high PCB and mercury concentrations.
- No Epidemiological Evidence to Support Estimates of Problems in the U.S. Population. While the NAS report indicates that 60,000 babies may be born with problems, this calculation is a theoretical extrapolation from consumption data that is known to have limitations. It assumes that 5% of pregnant women consume 100g of fish per day (about 81lb/year). NFI knows of no epidemiological evidence to support this estimate of neurological problems.

* Women consuming twelve 4 oz meals (the FDA reference amount for nutrition labeling of fish) containing methylmercury at the FDA action level (1ppm or 1 microgram per gram of fish) could eat about 59 additional 4 oz servings of fish containing 0.12 ppm (the approximate amount of methylmercury in the top 25 commercial species calculated on a weighted average basis).

# Development of HACCP Software

The Hazard Analysis and Critical Control Point (HACCP) is modern tool for implementation of quality assurance and safety in food processing industry in place of the conventional quality control system. This concept has gained world wide acceptance. India is a major exporter of seafood products to USA, European Union and Japan. These countries at present insist on the implementation of HACCP system in the seafood industry in India. Unless the system is implemented, our export to these countries will be adversely affected.

The Central Institute of Fisheries Technology is always in the forefront in the Quality upgradation of seafood in India. Therefore this was taken as a challenge and the institute has conducted numerous training courses on HACCP and its implementation for all the sectors of seafood industry. During the training, it was found that sizable time of the technologists are taken in developing and maintaining HACCP system in their plants. This situation warranted the need for a suitable software to develop HACCP system including generation of necessary records.

In order to fill this lacuna, the Quality Assurance and Management Division of CIFT, in association with M/s Pinnacle Innovative Technologists Ltd., has developed a HACCP software for use in fish processing Industries. This is a pioneering achievement in the field of fisheries.

## Main features of the software:

The software is an interactive one which guides the user in a systematic manner to implement HACCP in his plant. The software has built in libraries with ready HACCP plans for products such as Peeled & Devenied shrimps, Cooked and Peeled shrimps, headless shrimps, squid tubes, squid rings, cuttle fish whole cleaned, Cuttle fish fillets, Scombroid fishes, Crab, Octopus , bivalves etc. Besides, the software also has facility to develop HACCP plan for any new food product.

Once a plan is developed for a particular product, the software provides a comprehensive control system of the entire production. It provides all types of records relevant to the HACCP starting from receiving to final shipment. Whenever any criteria goes out of control or limit, the software will give warnings and suggest suitable remedial action.

The software has got a well documented SSOP (Standard Sanitary Operation Procedures) and GMP (Good Manufacturing Practices). Another attractive feature of the package is that the software readily makes the HACCP manual for the plant. If properly administered, the software will be an effective and economic tool for the food safety and Quality assurance. Even though the software is meant for seafood processing units, this can be suitably modified for using in any food processing activities.

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# India Brand Equity Fund

*The world economy has over the past few years, made significant advances towards the integration on economic and political fronts.*

This irreversible trend towards globalisation, coupled with the global aspiration of India's leading corporates, points to the necessity of an increased focus on the brand building initiatives. As part of India's exports led growth strategy, it is imperative that the perception of India as a producer of shoddy goods is replaced by a perception of a producer of goods that gives best value for money. This requires the creation of 'Made in India' Brand equity and promotion of Indian brands abroad.

## The imperatives for developing Indian Brand Equity are:

Indian products enjoy a poor image in world markets – low quality, poor reliability, generally at lower end of value chain.

This affect the Nation's brand image also and influences decisions regarding FDI, credit rating, sourcing of products from India by foreign companies etc.

With increasing globalisation, Indian companies have to acquire capabilities to compete internationally to survive and to grow.

Increasingly, physical inputs and labour are playing a lesser role in total value of products. Knowledge and brand image are contributing more to value.

## Composition of the IBEF Trust

The Trust of the India Brand Equity Fund (IBEF) registered on 11th July, 1996, is managed by a Board of 15 Trustees. The board consists of six representing Industry, Trade Services; three representing Science, Technology, Academies, Consultants etc; three representing, Marketing, Advertisement, Marketing Research, Media, Public Relations; and three Trustees representing the Government of India including the Commerce Secretary who is the Non-Executive Chairman of the Trust.

## Management of the IBEF Trust

The fund is planned to be professionally managed with greater say of industry and reputed professionals from the fields of services, marketing, media, public relations, academics, science and technology, banking etc.

The initial corpus of 84 crores (approx.) has been provided by the Government. Industry is expected to contribute additional funds to meet the requirements of the fund for promoting Indian goods and Indian brands overseas.

## Objectives of the Trust

- Primary objective of the Indian Brand is brand promotion in overseas markets. This will make the 'Made in India' label a symbol of quality, competitive price, reliability and service. This may project India as a reliable supplier of world class goods and services.
- Industry will be guided in identifying and pursuing strategies and measures for promoting India's image.
- Interaction will be encouraged among intellectuals, industry, trade and Government.
- Country-wide awareness of the global imperative for quality and high business ethics will be created.
- This will also provide a forum in which a vision of India as a reliable global player is conceived.

## Eligible Activities

The events/activities eligible for promotion by India Brand Equity Fund are undertaking international promotions to project India's capabilities and supporting sectoral promotions, e.g. specific industries like engineering, textiles, software etc.

Product group promotions within sectors, eg. within engineering sector, segments like bicycles, auto components etc. will be supported.

This will support individual brands which have achieved world class quality and performance standards and will also support domestic awareness generation programmes directed at quality and high business ethics.

**The initial corpus of 84 crores (approx.) has been provided by the Government. Industry is expected to contribute additional funds to meet the requirements of the fund for promoting Indian goods and Indian brands overseas**

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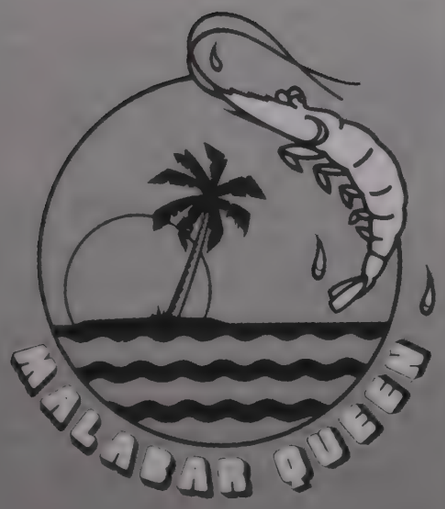


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## Criteria for selection of Products for individual brand promotion

Criteria decided by the India Brand Equity Fund for promoting products are:

- Product should be of long term export interest to the country.
- India should have long term competitive advantage in the sector.
- Product should symbolise India's capabilities and strengths.
- The products should be categorised by a high degree of value addition within the country.
- The company should be a leading exporter of the product
- International quality certification will be preferred.
- The brand promotion exercise shall simultaneously promote the country's image by highlighting the Product as 'Made in India' and by using the IBEF Logo on the product, packaging, displays, advertisements in the media etc.

## Norms for IBEF Assistance

The project proposals received from the ISO-9000 series certificate holder companies with reputed brands in the local and international markets are processed by the IBEF Trust to ensure that the objectives of the promoter company and the trust coincide. The promoter company has also to provide matching funds for the approved project and the Trust releases half of the expenditure incurred by the promoter company on brand promotion expenses overseas on reimbursement basis. For SMEs, the Trust provides 2/3rd of the expenses incurred on brand promotion overseas. Amounts releases by the Trust are returnable with interest in 5-7 years period. The interest is payable quarterly on Rupee Packing Credit Rate announced by the RBI minus 2-3% with royalty of 0.25-0.30% of the incremental branded sales in the identified markets during the repayment period with maximum cap of 20-30% of the loan amount. The interest payable by SMEs is reduced by 1%.

## Other Promotions by the Fund

The Fund promotes vision of India as a reliable global player of quality goods. It also promote country-wide awareness of the global imperative for quality and high business ethics and also organises events/programmes to this effect both locally and overseas.

## Weightage and Preference

While supporting individual brands, the fund gives weightage and preference in the following cases:

- Development of a new product and exports to new markets known to be difficult for accessibility of India goods;
- Demonstrable success in the last three years in assisting exports from India, of products of small scale industries and cottage industries.
- Significant success in developing brand nationally or internationally or acquiring internationally accepted standards of quality;

However, in view of the limited funds available for lending, the fund is giving priority to applications involving:

- Products which typify the modern technology face of India and meet the highest international quality standards.
- Products of knowledge based industries.
- Product characterised by high addition in the country.

# Mr. Akbar Shroff passes away

Mr. Akbar Shroff of M/s. Indian Seafood Corporation, Mumbai, passed away on 23rd March, 2001. Mr. Shroff started Indian Seafood Corporation in 1968 dealing primarily in frozen as well as Dried Fish Maws and successfully marketed his brand "Pearl" throughout the world.

In 1948, Mr. Shroff started his career with M/s. Sultania Trading Agency, the traditional family concern dealing in dried and salted marine products.

Mr. Shroff, through out his long and distinguished career in the seafood industry, had deep knowledge of the fishery business and was well respected by the foreign buyers for the quality of his products. He will be missed by all in the industry.

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# Inspection procedures for fishery products and bivalve molluscs in Belgium

**I. All fresh and chilled fish, whole, gutted and/or nobbed**

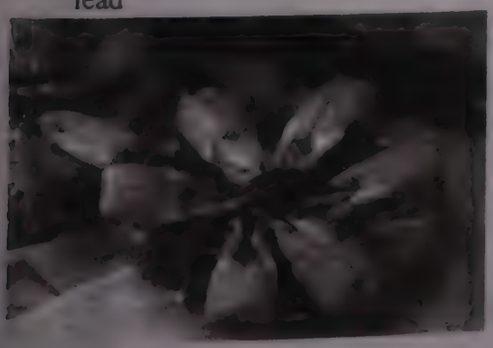
a) in a systematic way:
- organoleptic examination;
- visual check for parasites;
- verification of the temperature or of the presence of ice

b) ad random covering at least 1% of consignments passing through the physical check or, in case of doubt, systematically:
- detection of chemicals:
  mercury
  identification of species
  toxins (e.g. ciguatoxin)
  TVBN
  detection of histamine and of clupeotoxin for scombrids and clupeids fresh or frozen (whole, gutted and/or nobbed)

**II. Fishery products in tins, pickled or vacuum cooked**

a) in a systematic way:
- visual examination of the cans and lids;
- organoleptic examination;

b) ad random covering at least 1% of consignments passing through the physical check or, in case of doubt, systematically:
- detection of chemicals:
  histamine (scombrids and clupeids)
  toxins (e.g. ciguatoxin)
  mercury
  lead



  tin
  cadmium
- incubation test on preserved products

**III. Smoked or salted fishery products**

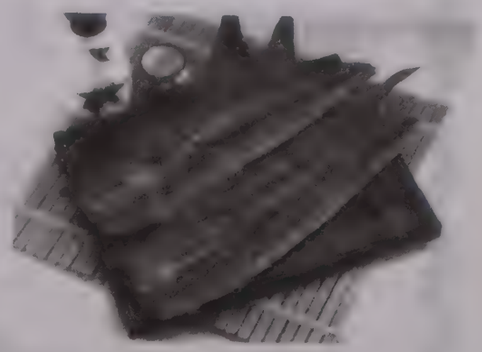
a) in a systematic way:
- organoleptic examination;
- visual check for parasites;
- verification of the temperature;

b) ad random covering at least 1% of consignments passing through the physical check or, in case of doubt, systematically:
- detection of chemicals:
  histamine (scombrids and clupeids)
  bacterian toxins (botulism, staphylotoxin)
  preservative agents (nitrited salts, boracic acid)
  mercury
- detection of bacteria:
  listeria monocytogenes
  salmonella
  staphylococcus aureus
  shigella
  Clostridium botulinum

**IV. Crustaceans cooked whole, chilled or frozen**

a) in a systematic way:
- organoleptic examination
- temperature verification

b) ad random covering at least 1% of the consignments passing through the physical check or, in case of doubt, systematically:
- detection of bacteria:
  salmonella
  E. Coli
  Staphylococcus aureus
  listeria monocytogenes
  vibrio spp
  shigella
- detection of chemicals:



  PSP and DSP toxins for gasteropods and crustaceans
  heavy metals

**V. Crustaceans and molluscs cooked shelled, chilled or Frozen**

a) in a systematic way:
- organoleptic examination
- temperature verification
- detection of PSP and DSP toxins for bivalve molluscs

b) ad random covering at least 1% of the consignments passing through the physical check or, in case of doubt, systematically:
- detection of bacteria:
  salmonella
  E.Coli
  staphylococcus aureus
  listeria monocytogenes
  vibrio spp
  shigella
- detection of chemicals:
  PSP and DSP for gasteropods and crustaceans
  heavy metals

**VI. Aquaculture fish and crustaceans**

In addition of checks mentioned above, an ad random check covering at least 1% of consignments passing through the physical check or case of doubt, a systematic check will be done for detecting residues of antibiotics, antiparasites, growing promotors and colouring agents.

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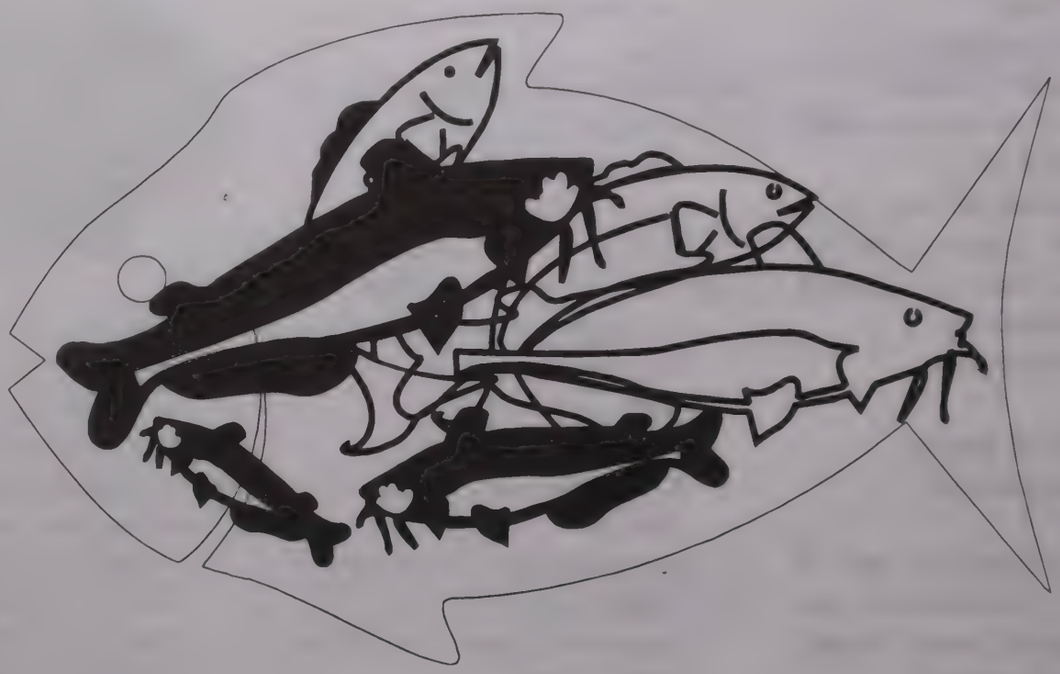

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## Ministry of Commerce and Industry

### (Department of Commerce)

### New Delhi, the 20th February, 2001

S.O. 150(E). Ñ Whereas, in exercise of the power conferred by section 6 of the Export (Quality Control and Inspection) Act, 1963 (22 of 1963), the Central Government has formulated certain proposals for amending the order No. S.O. 729(E) dated 21st August 1995 of the erstwhile Ministry of Commerce, Government of India relating to Fresh, Frozen and Processed Fish and Fishery Products in the manner specified below for the development of export trade of India and has forwarded the same to the Export Inspection Council as required by sub-rule (2) of rule 11 of Export (Quality Control and Inspection) Rules, 1964.

Now, therefore, in pursuance of the said sub-rule, the Central Government hereby publishes the said proposal for the information of the public likely to be affected thereby;

Notice is hereby given that any person desiring to forward any objections of suggestions with respect to the said proposal, may forward the same within forty-five days of the date on which the copies of the official Gazette containing the proposals are made available to the public, to the Export Inspection Council, Pragati Tower (11th floor), 26, Rajendra Place, New Delhi - 110 008.

**PROPOSAL**

In exercise of the powers conferred by section 6 of the Export (Quality Control and Inspection) Act, 1963 (22 of 1963), the Central Government after consulting the Export Inspection Council, hereby makes the following amendment to the Order of the Government of India in the erstwhile Ministry of Commerce, No. S.O. 729(E) dated 21st August 1995, which shall take effect on the date of publication of the final proposal in the official gazette namely:-

In the said order, in Schedule - I, after clause (d), the following shall be inserted namely:-

(e) specify Maximum Residual Limits (MRLs) for antibiotics, pesticides and heavy metals in Fish and Fishery Products shall meet the requirements as given below:

**Pesticides***

| Sl. No. | Pesticides | Max. permissible residual level in ppm |
|---|---|---|
| 1. | BHC | 0.3 |
| 2. | Aldrin | 0.3 |
| 3. | Dieldrin | 0.3 |
| 4. | Endrin | 0.3 |
| 5. | DDT | 5.0 |

**Antibiotics***

| Sl. No. | Antibiotics | Max. permissible residual level in ppm |
|---|---|---|
| 1. | Chloramphenicol | Nil |
| 2. | Furazolidone | Nil |
| 3. | Neomycin | Nil |
| 4. | Tetracycline | 0.1 |
| 5. | Oxytetracycline | 0.1 |
| 6. | Trimethroprim | 0.05 |
| 7. | Oxolinic acid | 0.3 |
| 8. | Nalidixic | Nil |
| 9. | Sulphamethozasol | Nil |

**Heavy Metals***

| Sl. No. | Heavy Metals | Max. permissible residual level in ppm |
|---|---|---|
| 1. | Mercury | 1.0 |
| 2. | Cadmium | 3.0 |
| 3. | Aresenic | 75 |
| 4. | Lead | 1.5 |
| 5. | Tin | 250 |
| 6. | Nickel | 80 |
| 7. | Chromium | 12 |

Note:- * the residual limits are fixed based on the achievable levels in Indian conditions. However, for exports to the EU, the USA and Japan, the residual levels fixed by individual countries are specified products are to be complied with.

## Public Notice No.2/(PN)1997-2001

### New Delhi, the 31st March, 2001

In exercise of powers conferred under paragraph 4.11 of the Export and Import Policy, 1997-2002 as notified in the Gazette of India extraordinary, Part-II Section – 3 – Sub-section (ii) vide S.O. No. 283(E) dated 31.3.1997, the Director General of Foreign Trade hereby notify the following dispensation:-

Advance Licenses issued during 1992-97 Policy, shall be entitled for revalidation for a further period of six months, even if a time period of 30 months has already expired, subject to the following conditions :

(i) This facility will be available where exports have already been completed but the licenses could not be utilized on account of expiry of these licenses.

(ii) Application for revalidation may be submitted to the concerned Regional Licensing Authority within a period

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of 30 days from the date of the issuance of this Public Notice. License shall be revalidated for a period of six months from the date of endorsement of revalidation.

(iii) No revalidation shall be effected where endorsement of transferability has already been endorsed. Similarly, no revalidation will be allowed in licenses where misrepresentation / fraud has come to the notice of any authority.

This issues in Public interest.

*( N. L. Lakhanpal )*
*Director General of Foreign Trade*

*( Amitabh Kumar Sinha )*
*Deputy Director General of Foreign Trade*

TO BE PUBLISHED IN THE GAZETTE OF INDIA EXTRAORDINARY (PART-I, SECTION-1)

## Public Notice No.3 (RE-01)/1997-2002
## New Delhi, the 31st March, 2001

In exercise of powers conferred under paragraph 4.11 of the Export and Import Policy, 1997-2002, as notified in the Gazette of India extraordinary, Part-II- Section 3 – Sub- section (ii) vide S.O No. 283(E) dated 31.3.97, the Director General of Foreign Trade hereby lays down the following guidelines for extension in export obligation period in respect of EPCG Licences:

1. In respect of EPCG licences issued in pursuance of the following notifications, the licence holder shall be deemed to be eligible for extension of export obligation period upto 31.03.2002 provided the licence holder who has failed to complete his export obligation within the earlier stipulated time limit, applies for extension of export obligation period on submission of a Bank Guarantee, covering the Customs duty in proportion to the unfulfilled export obligation together with 24% simple interest thereon from the date of import upto 30.9.2002.
   i. Import & Export Policy 1990-93, Vol.I(Paragraph 197 as amended from time to time) notified under Public Notice No.1-ITC (PN) 1990-93 dated 30th March, 1990;
   ii. Export & Import Policy 1992-97 (Paragraph 38 as amended from time to time) notified under Public Notice No.1-ITC(PN) 1992-97 dated 31st March, 1992;
   iii. Export & Import Policy 1992-97 (Reprint June, 1992 - Paragraph 38 as amended from time to time) notified under Notification No.22 (N.3) 1992-97 dated 30th June, 1992;
   iv. Export & Import Policy 1992-97 (Revised edition March, 1993 – Paragraphs 38 and 46A as amended from time to time) notified under Notification No.1(RE) 1992-97 dated 31st March, 1993;
   v. Export & Import Policy 1992-97 (Revised edition March'94 – Paragraphs 38 and 46A as amended from time to time) notified under Notification No.34(RE) 1992-97 Dated 31st March, 1994;
   vi. Export Import Policy 1992-97 (Revised edition March'95 – Paragraph 38 as amended from time to time) notified under Notification No.1(RE) 1992-97 Dated 31st March, 1995.

   Bank Guarantee should be valid upto 31.3.2003. The Bank Guarantee shall be required to be submitted by all applicants including those eligible for LUT facility being status holder or otherwise.

   The aforementioned Bank Guarantee shall be forfeited in the event of non fulfilment of export obligation in the extended period.
2. The request for extension alongwith BG shall be filed with the concerned licensing authority on or before 29.06.2001. The licensing authority which originally issued the licence shall be competent to grant extension in export obligation period.
3. In such cases where export obligation has been fulfilled prior to the date of this Public Notice but outside the prescribed export obligation period, such exports shall be deemed to have been made within the prescribed export obligation period for the purpose of regularisation of the case. Such exporters need not submit any Bank Guarantee.
4. In cases where the Bank Guarantee already executed covers the Customs duty in proportion to the unfulfilled export obligation together with 24% simple interest thereon and the same is valid till 31.3.2003, no separate Bank Guarantee shall be insisted and the licence holder shall be required to make a request on or before 29.6.2001 alongwith details of the Bank Guarantee already executed. In cases where the Bank Guarantee has been executed with the Customs authority, the licence holder shall be required to furnish a certificate to this effect on or before 29.6.2001 from the concerned Asstt.Commissioner of Customs and Central excise with whom the Bank Guarantee has been executed.
5. In cases where the Bank Guarantee already executed in terms of Public Notice No 5 dated 06.04.1999 and valid upto 30.03.2002, it may be extended upto 31.03.2003 covering the Customs Duty and interest upto 30.09.2002

in proportion to unfulfilled' E.O. and proof thereof may be submitted on or before 29.06.2001.

6. In cases where the licence holder applies for export obligation extension for a period prior to 31.3.2002, the same shall also be granted by the licensing authority and in such cases, the BG shall be required to be valid for a period of one year in addition to the period of export obligation sought for. However in such cases, no further extension in EO period beyond the period already applied for shall be allowed.
7. However, no extension in export obligation shall be allowed in respect of the licences where misrepresentation/fraud has come to the notice of the licensing authorities. Further, in respect of licences where adjudicating orders have already been passed, no extension in export obligation period shall be admissible.
8. In such cases where the export obligation has not been completed and the licence holder has not availed the facility accorded under this Public Notice, adjudication proceedings shall be initiated after 29.6.2001.

This issues in public interest.

*(N.L.Lakhanpal)*
*Director General of Foreign Trade*
*(A.B.Menon)*
*Dy.Director General of Foreign Trade*

## Public Notice No.6 (RE-2000)/1997-2002 New Delhi, the 31st March, 2001

Attention is invited to the entry at Code No. 1701 of Schedule 2 Table -B and Sr. No. 25 of Schedule 2 Appendix-1 of the book titled

" ITC(HS) Classifications of Export and Import Items, 1997-2002 " (incorporating amendments made upto 31st August, 1998) and as amended from time to time specifying the terms and conditions for export of items indicated therein.

In exercise of the powers conferred under Para 4.11 of the Export & Import Policy, 1997-2002, (incorporating amendments made upto 31st March, 2000) and as amended from time to time, the following amendment may be made in the Public Notice No. 28

(RE-2000)/1997-2002 dated 14.8.2000:-

The validity period for export of sugar may be extended upto 31.5.2001 only for the Registration-cum-Allocation-Certificates ( RCACs ) issued till 31.3.2001.

This issues in Public interest.

*( N.L. LAKHANPAL )*
*Director General of Foreign Trade*

*( A. K. SRIVASTAVA )*
*Dy. Director General of Foreign Trade*
*For Director General of Foreign Trade*

# Training in Audit and Verification

The Kerala Region of the Seafood Exporters Association of India is announcing an advanced training programme on "Audit and Verification" for the Technologists of the Seafood industry from 21st to 24th of May 2001.

The Association have already conducted two training programme on HACCP implementation lead by Dr.N.Anandavally, Consultant, FAO. About 65 candidates from Kerala, Tamil Nadu, Andhra Pradesh and Karnataka have attended the programme.

Dr.N.Anandavally will be heading this training programme, and other eminent Scientists from other organizations connected with the industry will be handling various sessions.

The following topics will be covered during the four days of the training programme.

1. Application of HACCP in the Indian scenario
2. Adequacy of HACCP design
3. The significance of verification and audit
4. Audit techniques in HACCP
5. Preparation of check list
6. On sight evaluation of HACCP for low and high risk products
7. Verification in sanitation control
8. Report of audit findings
9. Preparation of audit report and presentation.

The programme will be at Hotel Casino, Willingdon Island, Cochin-3 and the course fee will be Rs.3000/- per head, which includes food, refreshments and course materials.

Those who are interested may send the application form along with the DD/Cheque in favour of Seafood Exporters Association of India, payable at Cochin before 15th of May 2001.

The allotment of admission for the programme will be on first cum first served basis. Due to the nature of the curriculum, the Association will be able to admit only 20 participants.

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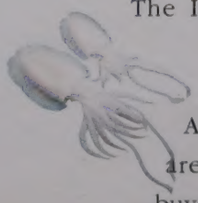

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